

View Syllabus Information

Course Information			
Year	2021	School	School of Commerce
Course Title	Strategy, Policy, and Planning 1		
Instructor	MALEN, Joel Baker		
Term/Day/Period	spring semester Thur.2		
Category		Eligible Year	2nd year and above
Classroom		Campus	waseda
Course Key	1600004AD6	Course Class Code	01
Main Language	English		
Class Modality Categories	Realtime Streaming		
Course Code	MANX331L		
First Academic disciplines	Management		
Second Academic disciplines	Management		
Third Academic disciplines	Strategic Management		
Level	Advanced, practical and specialized	Types of lesson	Lecture

Syllabus Information Latest Update : 2021/02/15 11:10:47

Course Outline	<p>This course provides an introduction to the main theories and frameworks used for understanding the strategic management process of organizations. The strategic management process is defined as the full set of commitments, decisions, and actions required for a firm to achieve competitive advantage. In order to successfully engage in these activities managers must be able to effectively analyze the external environment in which the firm competes and identify key resources and capabilities that can be leveraged to create a competitive advantage. Further, it is critical to understand fundamental business-level strategies for deploying those resources, the role of corporate-level strategies in setting the activities and boundaries of the firm and strategies for competing internationally as well as the challenges associated with implementing such strategies. Today, as expectations regarding the role of business in society continue to shift, it is also crucial that managers be aware of salient objectives that extend beyond increasingly dated notions of maximizing shareholder value. This course introduces students to these and other, related, strategy activities and provides them with the tools necessary to analyze the relevant elements of the business environment and develop effective management strategies.</p>
Objectives	<ol style="list-style-type: none"> 1. Students will become familiar with the fundamental issues and challenges associated with developing effective management strategy. 2. Students will develop an understanding of the major strategic management theories and concepts concerning the processes of management strategy relevant to addressing those issues. 3. Students will develop skills in applying these frameworks and concepts to a range of business problems such that they are able to diagnose underlying causes and develop analysis-based strategic recommendations.
before/after course of study	Prior to class, students should read all assigned readings and prepare any assignments due that class. Students should expect to spend 1-2 hours per class preparing for class.
Course Schedule	<p>This course will be delivered live online (via Zoom) in Spring 2021</p> <p>授業計画</p> <ol style="list-style-type: none"> 1. Course Introduction <ul style="list-style-type: none"> • Reading: Bromiley & Rau (2018) Chapter 1 2. Purpose <ul style="list-style-type: none"> • Reading: Bromiley & Rau (2018) Chapter 2 3. External Analysis <ul style="list-style-type: none"> • Reading: Bromiley & Rau (2018) Chapter 3 4. Internal Analysis <ul style="list-style-type: none"> • Reading: Bromiley & Rau (2018) Chapters 5 5. Case Analysis I 6. Business Strategy I <ul style="list-style-type: none"> • Reading: Bromiley & Rau (2018) Chapter 4 7. Business Strategy II <ul style="list-style-type: none"> • Reading: Bromiley & Rau (2018) Chapter 6 8. Case Analysis II 9. Corporate Strategy I <ul style="list-style-type: none"> • Reading: Bromiley & Rau (2018) Chapter 8 (p.143-159) 10. Corporate Strategy II <ul style="list-style-type: none"> • Reading: Bromiley & Rau (2018) Chapter 8 (p.159-170) 11. Case Analysis III 12. Technology and Strategy <ul style="list-style-type: none"> • Reading: Bromiley & Rau (2018) Chapter 7 13. Organization and Strategy <ul style="list-style-type: none"> • Reading: Bromiley & Rau (2018) Chapter 10 14. Case Analysis IV 15. FINAL EXAM

*please note the above schedule and readings are subject to change

Textbooks

- Bromiley, P. and Rau D. 2018. Behavioral Strategic Management. Routledge.
- Cases will be available for direct purchase through HBS website

Evaluation

- Case Assignment Questions (20%: 5% x 4 cases)
- Mini Quizzes (25%: 5% x 5 quizzes)
- Final Exam (35%)
- Class Participation (20%)

Note / URL

この科目は、Global Management Program コアコースです。 / This is a core course for Global Management Program.